



Relationship with Shanghai Dairy Group Continues to Develop

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MADISON – The dairy industry is a worldwide business, and last week the relationship between the Shanghai Dairy Group and the State of Wisconsin continued to develop. The Shanghai Dairy Group visited the state to hold business meetings and participate in tours.

“While visiting China in June, I signed a letter of intent that recognized Wisconsin as the preferred supplier of agricultural goods and services for the Shanghai Dairy Group,” said Department of Agriculture, Trade and Consumer Protection (DATCP) Secretary Ben Brancel.

“This visit to Wisconsin was part of the long-term cooperation and partnership with the Shanghai Dairy Group that will be mutually beneficial.”

The Shanghai Dairy Group in China includes 40,000 cows on multiple farms, a feed facility, dairy processing, food retail, beef steers, dairy equipment and dairy technology research. The goal of Shanghai Dairy Group’s visit was to find partners from Wisconsin to grow their dairy business.

On Thursday, the Shanghai Dairy Group traveled to the University of Wisconsin-Madison, Didion Milling and Crave Brothers Dairy Farm. Friday included a tour to Blackstone and Mark Riecher’s farm.

“By visiting our farms, the Shanghai Dairy Group was able to learn from Wisconsin’s technology, management and way of thinking,” explained Secretary Brancel. “The Shanghai Dairy Group sees their future success in replicating the dairying of the United States.”

A business meeting between Shanghai Dairy Group and Wisconsin agribusinesses was held Friday at the State Capitol in the Governor’s Conference Room. The Shanghai Dairy Group met with companies involved in the feed, genetics and equipment industries who are interested in growing their exports to China.

“Shanghai Dairy Group was very interested in Wisconsin’s genetics, feed and technologies,” added Brancel. “From this meeting, we believe conversations started that will continue in the months to come, resulting in increased exports from Wisconsin.”

In 2011, Wisconsin exported \$2.85 billion of agricultural products, a record for Wisconsin and increase of 18% over 2010. Wisconsin ranks 16th in the nation for agricultural exports.

For photos of the Shanghai Dairy Group visit, see www.flickr.com/photos/widatcp. A video of highlights is available at www.youtube.com/widatcp.

The Wisconsin International Trade Team at DATCP offers business counseling, export education and market research. To learn more about the services available, call 800-462-5237 or email international@wisconsin.gov.

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